

Santa Monica-Malibu Unified School District
Board of Education Meeting
ADDENDUM
TO AGENDA

August 17, 2006

A regular meeting of the Santa Monica-Malibu Unified School District Board of Education will be held on Thursday, August 17, 2006 in the Santa Monica City Council Chambers, 1685 Main Street, Santa Monica, CA. The Board of Education will call the meeting to order at 4:00 p.m. in the Board Conference Room at the District Offices, 1651 16th Street, Santa Monica, CA., at which time the Board of Education will move to Closed Session regarding the items listed below. The public meeting will reconvene at 5:30 p.m. in the Board Room.

The public meeting will begin at 5:30 p.m.

Persons wishing to address the Board of Education regarding an item that is scheduled for this meeting, must submit the "Request to Address" card **prior** to discussion of that item. Persons wishing to address the Board of Education regarding an item that is **not** scheduled on this meeting's agenda, may speak during the Public Comments section by submitting the Request to Address card at the beginning of the meeting. The same card is used for either option and is printed in both Spanish and English. Cards are located with meeting materials at the back of the room. Completed cards should be submitted to the Recording Secretary.

Time Certain Items: Those items listed for a specified time (indicated in bold) are listed to give the public an indication of when a particular item of interest will come before the Board. The Board will hear the item at the affixed time. However, if it is prudent to do so, the Board may adjust the time stamp to complete an item currently on the floor, but will not delay the time stamped item for more than 15 minutes.

VI MAJOR ITEMS

A.19 Initiate Bond Measure Outreach Effort and Retain Consultant

TO: BOARD OF EDUCATION

ACTION/MAJOR

08/17/2006

FROM: SUPERINTENDENT/WINSTON BRAHAM

RE: INITIATE BOND MEASURE OUTREACH EFFORT AND RETAIN
CONSULTANT

RECOMMENDATION NO. A.19

It is recommended that the Board of Education conduct an internally directed bond measure outreach effort and further approve the retention of the Lew Edwards Group and in specific, campaign strategist Catharine Lew, to guide the District through the non-partisan public information components of the bond ballot measure on the November 2006 election ballot, as ordered by the Board of Education during its meeting of 8/3/06.

Comment: Under the provisions of Proposition 39, the District can engage in a very active public information outreach effort and as such, can choose to retain outside expert support. Further, given that with the adoption of the related Bond Resolution on the 3rd of August, a voluntary Citizens' campaign committee on their own behalf, but for the specific purpose of promoting passage, may engage in fund raising and advocacy. While the District efforts must be non-partisan and provide public information only, the provisions of Proposition 39 does not prohibit the retention of the same outreach strategists or support by both. Additionally, though both sides (Citizen's campaign consultant and District outreach consultant) can consult with each other, the law is clear that the District must maintain a "firewall" so as to avoid any connection with the advocacy efforts of the Citizens' committee.

Notwithstanding the freedom of both the District and the Citizens' group (under the applicable campaign laws) to retain the same consultant, it is a matter for careful consideration in order to ensure the District's commitment to transparency and engendering/assuring public confidence.

Further, with the approval of this item the Board authorizes the expenditure of an amount not to exceed \$35,000 to support consultant's fees, plus yet to be determined mailers and all other related internal outreach effort expenses. The consultants' proposals, bios, and contracts are available for public review in the Office of the Superintendent.

MOTION MADE BY:

SECONDED BY:

STUDENT ADVISORY VOTE:

AYES:

NOES: